

FAIRPLEX PRESENTS



BE PART OF AGRICULTURE IN MOTION!

Be an urban farmer for a day as Fairplex Presents Fall In The Farm. Fall In The Farm brings together hands-on activities, displays, workshops, and vendors on all things agriculture and wellness to create day of fun and learning for the entire family.

The Farm at Fairplex, which hosts Fall In The Farm, is ripe with autumnal fresh fruit and vegetables and is the perfect showcase to learn how to grow your own garden, even if you live in the city. It's a day where digging in the dirt is encouraged and learning about where food comes from.

NOVEMBER 22, 2025

10 AM - 4 PM

ESTIMATED ATTENDANCE: 3,000

DEMO: LOCAL & REGIONAL FAMILIES, FARM-& GARDEN-ENTHUSIASTS, SENIORS

FALL IN THE FARM HIGHLIGHTS:

- UC Master Gardeners & Master Preservers demonstrations
- Gardening workshops and presentations
- Garden, health and wellness vendors
- EVOO, dairy & vinegar product tastings from the LA International Competitions
- Community resource information booths
- Hands-on children's activities



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Title Sponsor: \$10,000

- Recognition as title sponsor in Fall In The Farm marketing, social media and public relations campaigns
 - Four (IG/FB) integrated social media posts to 81.5k+ followers (Fairplex & The Farm at Fairplex accounts)
 - Name recognition in social media posts where applicable
 - 300x250 ad in eblast to Fairplex database (152,000+ emails)
 - Logo and link inclusion on Fairplex.com/FallInTheFarm
 - Name recognition in official event press release
- Event Presence
 - Premium 10x20 exhibit space for guest engagement
 - Logo recognition on entry signage
 - Logo recognition on event t-shirt
 - Logo on Fall In The Farm event guide and map
 - 4 announcements during the event recognizing sponsor

Partner of The Farm: \$5,000

- Recognition in some Fall In The Farm marketing, social media and public relations campaigns
 - Two (IG/FB) integrated, co-branded social media posts to 79k+ followers (Fairplex accounts)
 - Logo inclusion on eblast to Fairplex database (152,000+ emails)
 - Logo inclusion on Fairplex.com/FallInTheFarm
 - Name recognition in official event press releases
- Event Presence
 - Premium 10x10 exhibit space for guest engagement
 - Logo recognition on event t-shirt
 - Logo on Fall In The Farm event guide and map
 - 2 announcements during the event recognizing sponsor



Bag Sponsor: \$3,000* (1 available)

- Recognition in some Fall In The Farm marketing, social media and public relations campaigns
 - Two (IG/FB) social media temporary posts to 81.5k+ followers (Fairplex & The Farm at Fairplex accounts) highlighting the free bag pick-up
 - Logo inclusion on eblast to Fairplex database (150,000+ emails)
 - Name inclusion on Fairplex.com/FallInTheFarm
 - Name recognition in official event press releases
- Event Presence
 - Name and logo recognition on 2,000 participant bags co-branded Fairplex Presents Fall In The Farm and Sponsor to be handed out at entrance
 - Logo on Fall In The Farm event guide and map
 - 2 announcements during the event recognizing sponsor

Worm Compost Box Sponsor: \$3,000* (1 available)

- Recognition in some Fall In The Farm marketing, social media and public relations campaigns
 - Two (IG/FB) social media temporary posts to 81.5k+ followers (Fairplex & The Farm at Fairplex accounts) highlighting the worm compost activity
 - Logo inclusion on eblast to Fairplex database (150,000+ emails)
 - Name inclusion on Fairplex.com/FallInTheFarm
 - Name recognition in official event press releases
- Event Presence
 - Name and logo recognition on 2,000 worm compost take-home boxes co-branded Fairplex Presents Fall In The Farm, Worm Compost and Sponsor to be used in activity
 - Logo on Fall In The Farm event guide and map
 - 2 announcements during the event recognizing sponsor

* For an additional \$500 add your name to the event t-shirt





Seed Packets Sponsor: \$3,000* (1 available)

- Recognition in some Fall In The Farm marketing, social media and public relations campaigns
 - Two (IG/FB) social media temporary posts to 81.5k+ followers (Fairplex & The Farm at Fairplex accounts) highlighting the seed packet activity
 - Logo inclusion on eblast to Fairplex database (150,000+ emails)
 - Name inclusion on Fairplex.com/FallInTheFarm
 - Name recognition in official event press releases
- Event Presence
 - Name and logo recognition on 2,000 participant seed packets co-branded The Farm at Fairplex and Sponsor to be used in activity
 - Logo on Fall In The Farm event guide and map
 - 2 announcements during the event recognizing sponsor

Activity Sponsor: \$1,000*

- Banner identifying a children's activity as presented by your business
- Name inclusion on Fairplex.com/FallInTheFarm as sponsor of specific activity
- Name inclusion on Fall In The Farm event guide and map
- Event Presence
 - Logo on Fall In The Farm event guide and map
 - 1 announcement during the event recognizing sponsor

Friend of The Farm: \$500*

- Name inclusion on Fairplex.com/FallInTheFarm
- Name inclusion on Fall In The Farm event guide and map

* For an additional \$500 add your name to the event t-shirt

